

Patent Assignment Abstract of Title

Total Assignments: 3

Application #: 09216206 **Filing Dt:** 12/18/1998 **Patent #:** NONE **Issue Dt:**
PCT #: NONE **Publication #:** NONE **Pub Dt:**

Inventors: HEIDI KAY, RUSSELL FRADIN

Title: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

Assignment: 1

Reel/Frame: <u>009682/0336</u>	Received: 01/12/1999	Recorded: 12/18/1998	Mailed: 04/12/1999	Pages: 2
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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignors: <u>KAY, HEIDI</u> <u>FRADIN, RUSSELL</u>	Exec Dt: 12/14/1998 Exec Dt: 12/14/1998
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Assignee: <u>FLYCAST COMMUNICATIONS CORPORATION</u> 181 FREMONT ST., SUITE 200 SAN FRANCISCO, CALIFORNIA 94105	
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Assignment: 2

Reel/Frame: <u>012592/0308</u>	Received: 04/16/2002	Recorded: 04/16/2002	Mailed: 04/17/2002	Pages: 5
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Conveyance: CHANGE OF NAME (SEE DOCUMENT FOR DETAILS).

Assignor: <u>ENGAGE TECHNOLOGIES</u>	Exec Dt: 04/27/2000
Assignee: <u>ENGAGE, INC.</u> 100 BRICKSTONE SQUARE ANDOVER, MASSACHUSETTS 01810	

Correspondent: ROPES & GRAY ONE INTERNATIONAL PLACE BOSTON, MA 02110-2624	
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Assignment: 3

Reel/Frame: <u>012077/0280</u>	Received: 08/21/2001	Recorded: 08/13/2001	Mailed: 10/20/2001	Pages: 2
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Conveyance: ASSIGNMENT OF ASSIGNORS INTEREST (SEE DOCUMENT FOR DETAILS).

Assignor: <u>FLYCAST COMMUNICATIONS</u>	Exec Dt: 07/10/2001
Assignee: <u>ENGAGE TECHNOLOGIES</u> 100 BRICKSTONE SQUARE ANDOVER, MASSACHUSETTS 01810	

Correspondent: ROPES & GRAY WOLFGANG STUTIUS PATENT GROUP ONE INTERNATIONAL PLACE BOSTON, MA 02110	
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